

REMARKS

Claims 1-3, 6-9, 12-15 and 18 are rejected under 35 USC 103(a) as being unpatentable over Valentino (US Patent No. 4,648,037) in view of Kramer (US Patent No. 6,327,574).

According to the foregoing, the claims have been amended and cancelled.

Claims 1, 3, 6, 7, 12, 13 and 18 are pending.

The independent claims are 1, 7, and 13.

The Office Action Response to Arguments page 12 maintains that “the claimed ‘product simulation result’ is not currently limited to be the items simulated in the purchase simulator, but rather it is based on the purchase simulation.” The claims are amended taking into consideration the Examiner comments.

Claim 1 is amended to emphasize a purchase simulation that “***simulates payment for a purchase of the advertisement item selected by the user and the payment information input by the user, based on the pricing data of the selected advertisement item.***” For example, see the specification paragraph [0052], “DESIRED ITEM INPUT” depicted FIG. 6, “NO. OF TIMES OF PAYMENT” depicted in FIGs. 8 (700), 11A, 11B, 12A and 13 and “AIM OF MONTHLY AMOUNT” depicted in FIG. 11B.

A benefit of an embodiment of the invention is that the advertising company can recognize payment characteristic of users, such like how many payment times the users want to purchase the advertisement item of the advertising company. It may be also helpful for the advertising company to decide the item advertising strategy.

Valentino column 14, lines 45- column 15, line 23 discuss “what if” scenarios with regard to benefit and/or financial strategies, but Valentino does not expressly or implicitly disclose “a purchase simulator that **receives selection of an advertisement item and payment information for a purchase of the selected advertisement item** input by the user from the terminal, **simulates payment for the advertising company a purchase of the advertising company product based upon the retrieved user information and the received advertising information including advertisement item selected by the user and the payment information input by the user, based on the pricing data of selected advertisement item.**”

In addition, Kramer discusses illuminating sections of documents or other media with (possibly) related multimedia content. And relied upon Kramer column 13, lines 26-53 discuss “... databases track the number of views and other statistics needed for billing and determining

overall effectiveness of TIC content selection,” however, Kramer is silent on “**simulates payment for the advertising company a purchase of the advertising company product based upon the retrieved user information and the received advertising information including advertisement item selected by the user and the payment information input by the user, based on the pricing data of selected advertisement item**” and “**stores ... a result of the payment simulation ... transmits the simulation information including the result of the payment simulation for the purchase of the advertisement item selected by the user to the advertising company.**”

The rejection of claim 1 can be withdrawn.

Independent claims 7 and 13 emphasize features similar to the discussed features of amended claim 1.

The remaining dependent claims inherit the patentable recitations of their respective base claims, and therefore, patentably distinguish over the cited art for the reasons discussed above in addition to the additional features recited therein.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,
STAAS & HALSEY LLP

/Mehdi D. Sheikerz/

Date: _____ December 21, 2010 _____ By: _____
Mehdi D. Sheikerz
Registration No. 41,307

1201 New York Avenue, N.W., 7th Floor
Washington, D.C. 20005
Telephone: (202) 434-1500
Facsimile: (202) 434-1501